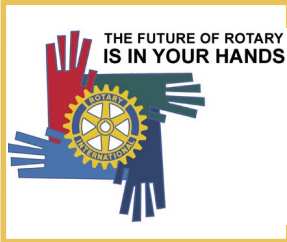


With Compliments from Rotary Club of Bugis Junction



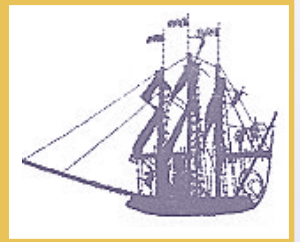
AG Dr Reto Callegari *phf*



President Lee Whai Yih *phf*



CP Allan Yap (Membership) *phf*



PP Sel. McVean (Administration/BB) *phf*



PP Chew Ghim Bok (Foundation) *phf*



PP Alex Eow (Public Relations) *phf*



PP Paul Heng *phf*



PP Lim Peng Hun *phf*



PP Kersi Aspar (Club Service) *phf*



PP Kenneth Leow *phf*



PP James Lee (Service Projects) *phf*



PP Tan Keng Keng (VP) *phf*



IPP Dr Tan Kok Heng *phf*



PE Nelson Yeo *phf*



PN Lweendo Gravelle *phf*



Clarence Tan (Secretary) *phf*



Francis Ong (Treasurer/BB)



Dr Lai Lai-Wah (Community Service) *phf*



Kelvin Low (New Generations/BB)



Bobby Lim (International Service) *phf*



Joey Gan (Vocational Service)



Ronnie Wan (Sergeant-at-Arms)



Christine Sim (Speaker Programs)



Alfred Teo (Berita Bugis) *phf*



Jason Mah (Fellowships) *phf*



Roger Ng (Fellowships) *phf*



Kim Gravelle *phf*



Laurent Levan *phf*



Philip Lim *phf*



Ong Joo Lee



Anand Swaminathan



Aspi Vania



Robert Williams

SERVICE & FELLOWSHIP

GOOD CLUB LEADERSHIP FOR SOLID MEMBERSHIP GROWTH IN ROTARY

BEST CLUB BULLETIN – WHAT IT SHOULD BE?

CLUB PROMOTION OF GUIDE FOR DAILY LIVING (RC PANDAN VALLEY)

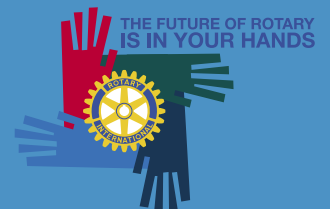
CLUB FELLOWSHIP FOR FAMILY OF ROTARY (RC KUCHING CENTRAL)

SPORTS, FELLOWSHIP AND RECREATION THE ROTARY WAY (RC KUCHING)

TREE PLANTING AS A MAJOR PROJECT (RC KOTA KINABALU)

THE ECO GARDEN AT CELEBRAL PALSY CENTER (RC SINGAPORE SOUTH)

SPORTS AND RECREATION ACTIVITIES (RC OF KUCHING CENTRAL)



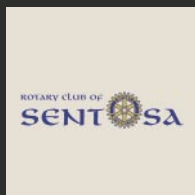
Good Club Leadership for solid membership growth in Rotary



BEST MEMBERSHIP (SMALL CLUBS)

WINNER :
RC KLUANG

COMMENDATION :
RC BELAIT



BEST MEMBERSHIP (BIG CLUBS)

WINNER : RC SINGAPORE WEST

COMMENDATION : RC SENTOSA



SPECIAL MENTION :
RC SINGAPORE
RC LIKAS BAY

The success of a Rotary club largely depends on the ability of the club president to promote the development of a positive organizational culture, shared beliefs and values of members which evolve through the socialization process of the organization and are reflected in the behavior of members.

In an organization of volunteers like Rotary, members are independent individuals and are not obligated to obey or support another person merely because that person is rich and influential. A Rotary Leader must earn the trust, respect and support of his members through his demonstrated leadership, or else his requests or instructions will be ignored.

Since the introduction of the Rotary movement to Singapore in 1930, the number of Rotary clubs has grown from time to time. However, in the course of the development, many clubs have encountered various problems, and one of the perennial problems is Membership Development and Retention.

When the Rotary Club of Garden City was established in 1987, there were 39 chartered members. Since then, more than 75% of them has either resigned or become inactive and in spite of various efforts to induct new members, the club has not been able to maintain membership at its original level.

There are two main reasons for membership attrition. First, failure to observe induction procedure by ensuring inductees have sufficient knowledge and understanding of Rotary. Many inductees joined Rotary with misconception, false expectation and wrong motives, and consequently they became disillusioned and disappointed and eventually resigned. The other reason is the failure of senior members to take good care of new members and assimilate them. In this respect, we may perhaps examine the quality and behavior of our leaders.

It must be noted that leadership in Rotary is not quite the same as leadership in Business. The Chief Executive of a business enterprise derives his authority from the appointment he holds, and his subordinates must obey his instructions regardless of whether they agree with them or they would face disciplinary action. There is a clear relationship between power and dependency.

To be a successful leader of volunteers, it is helpful to have a charismatic personality. However, this is not enough. To be an effective leader in Rotary, one must first have a good knowledge of Rotary information – its object, organization, resources, etc. which he can share with other members. This would give him the referent power. He also must be able to make wise decisions and inspire others to follow him. This

The cornerstone of Effective Rotary Club is membership growth with sustainability



would require him to have the foresight, sound judgment, courage to take risks, and the ability to articulate and communicate his ideas to others.

Organizational culture has an important effect on the growth and even survival of any organization. I believe the single most important contributing factor of organizational culture to the success of a Rotary club is team work based on the Team Spirit.

Teamwork is of vital importance to the success and growth of the Rotary movement. It produces synergy that is much more than the sum total of energy produced by separately individuals. A team not only can accomplish more work, but it can also do what cannot be done by single individuals. If the club president is able to instill the team spirit among members, he would have won half the battle in promoting the growth of Rotary!

To build a good team, the club president must lead by example and not try to push the members from behind. He must demonstrate the following behavioral traits:

- maintaining a humble posture and friendly disposition.
- showing care and consideration for all.
- willing to share knowledge and skills.
- ever ready to encourage and offer a helping hand in a sincere manner.
- maintaining integrity, ready to admit mistakes and accept responsibility.
- keeping an open mind, look at issues from different viewpoints.
- focusing on identifying problems and finding solutions, not idle gossips.
- treating all with respect, without discrimination.
- giving recognition to positive contribution by members.

Last but not least, the club president must always be mindful of the Four Way Test and ensure that members find participation in Rotary enjoyable, fruitful and fulfilling.

Many Rotarians have been turned off because they are neglected by senior members who focus only on a few whom they assume to be most helpful. By doing so, they aggravate the destructive tendency to form cliques and erode team spirit.

Have our senior members tried to get to know the new members and to communicate regularly with them, to show their concern and appreciation? Are our leaders humble enough to encourage and listen to criticisms, comments and suggestions from one and all?

It is important that for the club president not to overlook the presence of any member and cause such a member to feel he is unwanted or unimportant. It is his primary duty to make every member feel comfortable in the company of friends, to appreciate that every member can and should contribute to the success of the club and is therefore important to the club. In short, he must show his care for one and all.

Best Club Bulletin – What it should be?

Club Bulletin is the essential communication media for Club Members

When Rotary Club of Garden City was chartered in 1987, one of our first tasks was to produce a club bulletin and I took on the task on the understanding that I could attend all board meetings to keep up with club events. Being a bilingual club, our bulletin included both Chinese and English contents, but working alone with limited time and resources, I agreed to produce the bulletin only on a monthly basis. The first issue appeared in January 1988 and, by June 1993, 66 issues were produced. However, it was not until 2001 when Rotarian Clarence Lim Tee Moui became club president that we decided to form an editorial team, and with the full support of President Lim, we were able to publish a bi-lingual bulletin weekly in full color which helped us to win the District Best Club Bulletin Award in Rotary year 2001-02.

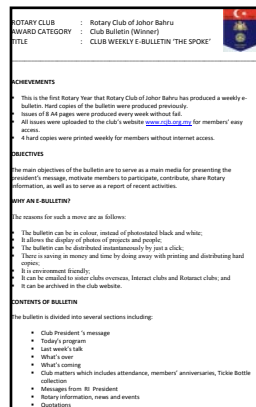
To answer the question: What should the best club bulletin be? it is well to bear in mind the twin objective of a club bulletin – to disseminate Rotary information and educate members and, to uphold the good image of Rotary (public relations). To achieve the twin objective, attention must be given to the following -

- Regularity and Timeliness of publication
- Significance and Coverage of contents
- Attractiveness of presentation, layout, use of pictures and photographs
- Clarity and Precision of expression

L TO R
BULLETINS FROM RC JOHOR BAHRU, SINGAPORE, JURONG TOWN

For Rotary Year 2009-10, out of 65 clubs in District 3310, only 6 clubs submitted entries for the Best Bulletin Award. This clearly shows that it is not an easy task to produce a good quality club bulletin. We need a dedicated team of qualified individuals backed by adequate resources.

For the bulletin to be well received, it should be attractively designed in full color with captioned photographs and the print must be large enough not to strain the eyes. To facilitate reading, the front page could perhaps include an index of contents.



It is suggested that the front page could contain a column with the following information:

- Number of issue
- Date of issue
- Date and Time of weekly meeting
- Place of meeting
- Duty Officer
- Program of the Week

The back page could include the following basic information:

- Club address
- Contact numbers of Board of Directors and Editorial Committee
- "Where to make up"

The first task is to decide on the frequency of publication. Since Rotary clubs hold meetings weekly, a weekly bulletin is just right to keep members abreast of events. To ensure comprehensive coverage of relevant weekly events without wasting resources, each issue of a club bulletin may consist of 4 pages (A4 size) or 8 pages (A5 size). A part time volunteer work team of three should be able to cope with the volume of work.

The pages of a club bulletin should be arranged consistently to facilitate reading. For instance, the front page may be devoted to an important message or a major event such as District Assembly, District Conference, District Seminar, monthly Rotary theme. The second page may contain reports of proceedings at club assembly, board meeting, weekly club meeting, reports on club projects, activities and events. The third page may contain Rotary information, RI and district news updates, and a profile of club members. The last page may be devoted to announcements and notices of meetings and events, attendance statistics, birthdays, anniversaries, update of personal particulars and movements.

It would be useful if the bulletin could be multilingual or bilingual, particularly if the club members come from different language groups, or the club has a foreign sister club (e.g. Taiwan) which uses another language as its medium of communication.

Club Promotion of Guide for Daily Living

Complement to the Object of Rotary for Club activities

Rotarians around the world have committed to the purpose of the organization through the Object of Rotary which is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular.

When the new BOD was formed in July 2009- the first question asked then was – what projects do we want for the year? This led to 3 critical questions, which must be answered before the first can be discussed:

How much time can we afford to give? Are there other priorities in our lives that are important to us that may compete with our commitment to serve in Rotary? How much do we want to tax our members in terms of finances and time?

These are real questions that will determine how we want to advance the cause of “service above self “. As a result of this discussion, the club decided that it should adopt the Guide to Daily Living and apply it in to serving the community.

Starting with the BOD, all members are made aware of the Guide

First: Have I spent some time in self-examination?

Second: Have I spent quality time with my family?

Third: Have I given my best to my work?

Fourth: Have I given some time to someone near and far?

PDG PHILBERT – SHARING THE GUIDE E-FLASH ON THE 4 PRINCIPLES AT LUNCH MEETINGS



The implementation of the Guide To Daily Living has been successful in Rotary Club of Pandan Valley through the various channels of awareness that has been created by the President and his BOD:

- 1) The guide is printed in our club directory
- 2) The President sends monthly e-posters capturing the spirit of the Guide to all Members and would be members.
- 3) The Guide to Daily Living is being repeatedly flashed during our weekly lunches
- 4) The club has also invited PDG Philbert Chin to give a talk on the Guide to Daily Living on March 2010
- 5) Project committees take a sensitive view on donations and sponsorship for projects –no hard campaigning for funds
- 6) All our projects must pass the test for being family friendly.
- 7) There is also empathy and understanding extended to members whose vocation makes full participation a challenge – participation in club projects and events are therefore part of attendance

It is a conscious effort to push and promote the ideal.

Club Fellowship for Family of Rotary



Members of the Rotary Club of Kuching Central have consistently placed emphasis to include their immediately family members (spouse and children) in every club activity including support given to Rotarians (and his/her immediately family members) in all circumstances.

The close relationships already established amongst members and their respective family members have made it possible for the club to continue the strong bond of fellowships such that it is not surprising for an outing or holiday to be participated by the children and spouses mixing around at ease.

The typical activities of the club where Rotarians, spouses and children participate together are:



1. Many Club activities are planned and carried out to create and nurture an atmosphere of warmth and care such as Open House - Hari Raya, Hari Raya Haji, Chinese New Year and Hari Gawai; Visits for the newborn; Home visit and condolence messages to fellow Rotarians who lost their loved ones; Birthdays of Rotarian members and their wedding anniversaries are celebrated at the club's weekly meetings

2. Members are invited to bring their spouse to the club weekly meeting every first week of the month

3. Members are invited to bring their spouses and/or children to District and club events so as to give them the opportunity to use the occasion as a family outing/holiday with a contingent of 22 (10 Rotarians, 7 spouses and 5 children) participated at the 19th District Assembly held from 17th -19th April 2009 at Melaka; and another large contingent of 14 (7 Rotarians, 5 spouses and 2 children) participated at the 19th District Conference held from 13th -15th April 2009 at Pulau Spring, Johor



4. Spouse participations in charity sales

Charity sales are organised by the First Lady together with other spouses. Two Charity Sales carried out this year are Sarawak Autistic Association on 29.06.08, and Sarawak Children Cancer Society on 10.08.08

5. Our Rotary spouses and family members are active organizer and participate in all our club fellowship activities such as: Lunch Fellowship, Cats Adoption Program, Dinner Fellowship, Weekly Sunday morning walk to Mt Singai and Singing Competition etc.



6. Rotary Christmas Family Fellowship Night

This was held on 20th December 2009 at the "Riverside Majestic Hotel" to recognise and to thank the Rotary spouses and family members for their contributions, active participations and support of the Rotary Organisation and our club. There were altogether 75 participants. Every participant was given a Christmas present which was donated by our members as a token of appreciation. First Lady Siew Ing organised a Christmas Carol from the Christian Youth Group

7. Send a gift subscription of The Rotarians to the partner of a deceased club member: An annual gift of subscription of The Rotarians was extended to Madam Helen Hii, the widow of the late PP James Hii and Puan Norlida, the widow of a deceased member, the late PP Hj Odita Ibrahim.

8. Social activities

Several social activities are organized for interest groups such as Yoga Club which is initiated by a past president of the club who is a certified Yoga instructor where regular twice a week classes are scheduled and attended by the club's members; Cigar Club where few of the active club members meet regularly to enjoy their cigar at the Habana Club; and Breakfast Kaki for those breakfast gathering of active members before work.



Bonding amongst
family of Rotary
strengthen the club

T TO B

**WEEKLY SUNDAY MORNING WALK . BIRTHDAY CELEBRATIONS
SARAWAK CHILDREN CANCER SOCIETY CHARITY SALES
ANNIVERSARIES WITH SPOUSES AND CHILDREN
HARI RAYA OPEN HOUSE BY PP ANDRE**

Sports, Fellowship and Recreation the Rotary Way

BENEFITS

These projects helped them members of the Rotary Club of Kuching bond better. The fellowship and informal activities helped members to know each other better and become friends. Family members also understand Rotary better through these activities.

These activities helped members to combine their work, their Rotary commitments and family commitments in a way that lead to a balanced lifestyle where work, Rotary and family are not compromised.

The physical nature of some of these activities also helped the Rotarians and their family members to lead more healthy lifestyles

Rotarians, in general, lead very active lives. On top of their time consuming heavy work schedules, they have the additional time taken in the service of their fellow man through the Rotary movement. These have a tendency to eat into quality family time and also leave little time for leading a healthy lifestyle that will result in the improvement of their health.

The Rotary Club of Kuching, cognizant of these conflicting demands, decided to have a programme that will combine all these activities and hence lead to a balanced lifestyle for themselves.

Hence the development of the five-pronged programme:

1. What started as monthly walks became so popular that it became weekly walks. On Saturdays at 7.30am, club members meet at the Stutong Nature Park situated within Kuching, surrounded by lush greenery. Family members were also involved in this fun walk. After a good sweating session, the group will sit down with a simple breakfast fellowship and then disperse home.
2. On a regular basis, the club will organize fellowship night for special occasions. Members will bring their spouses, friends who could be potential members for a time of fellowship dinner and karaoke.
3. Every 2 months, the club's first lady will organize a spouses' programme. Here, the spouses meet on a Sunday afternoon for talks, line dancing, Rotary quizzes and see demonstrations of self-defence like Wushu.
4. A short trip was organized for members and their family to a seaside resort consisting of an overnight stay, food, fellowship and tours. A second trip has been planned to visit the club president's kampong in the mountain area where the weather is cool and apple trees thrive.
5. Movie nights were also planned where members with their family members meet and then go to the movies on a regular basis.



A balanced life
for members of
RC Kuching



L TO R
PRE CHRISTMAS PARTY. SUNDAY MORNING WALKS
FELLOWSHIP & MAKAN. POCO POCO READY & GO!

Sports and Recreation activities

A strong Sports and Recreation program leads to strong bonding and fellowship among members and family

Members of the Rotary Club of Kuching Central and their respective family are always taking opportunity to look out for activities that can strengthen the bond of friendship and family.

One of the regular activities is hiking. So what better way than to do hiking to the top of Mt Singai.

Mount Singai (1843 ft or 562 m) is located between Bau and Matang area in Sarawak, Malaysia. The locals usually visit this place on weekends to climb the long fleet of stairs to the top.

The group hiked Mt Singai three times. It was very tiring and tough when they hiked the very first time and took them about an hour to reach the village area. On the second and third try, the group took about 40 minutes and not as exhausted because they are already conditioned with the terrain.

There is a chapel on top of Mt Singai. Therefore, we have to keep our noise down on Sunday because prayer session is held there.

Hiking boots is not necessary to reach the village area, just a casual trekking boots will do. All the way till the top, you will find wooden stairs though some are beginning to wear out due to the weather, you need to be aware for your own safety.

These activities have inculcate the concept of health living and at the same time forged closer interactions amongst members and their family members.



L TO R
THE PATH TO THE TOP OF MT SINGAI. WOW, IT TOOK US NEARLY AN HOUR TO GET THERE.
MEMBERS AND FAMILY OF THE ROTARY CLUB OF KUCHING CENTRAL ALSO TOOK PART IN THE 'WORLD HEART DAY- WALK A MILE'
CAMPAIGN ON 4TH OCTOBER 2009 ORGANIZED BY SARAWAK HEART FOUNDATION.
PE FRANKIE SHOWING KELABIT DANCE MOVES

The Eco Garden at The Cerebral Palsy Centre



The Prime Minister of Singapore, Mr Lee Hsien Loong, officially opened the \$13.7 million Cerebral Palsy Centre of the Spastic Children's Association of Singapore on Saturday, 18 September 2004.

It is a significant milestone of the Association. This purpose built centre, located at Pasir Ris Drive 1, is specially designed for persons with physical disabilities in Singapore.

Within this Centre is an educational Eco Garden complete with a pond and mini waterfall, pond life, aquatic plants and marine life. It also has a therapeutic reflexology pebble path. It gives the children and adults with cerebral palsy a greater awareness and promotion of our Green Environment.

The idea of building this Eco Garden was mooted by Rotary Club of Singapore South with the Cerebral Palsy Centre. It was accepted and fund-raising started. This Eco Garden costing \$20,000 was officially handed to the Centre in August 2004. Today it is a centre-piece of admiration and attraction to all children and visitors.



T TO B
PRIME MINISTER OF SINGAPORE LEE HSIEN LOONG AT THE LAUNCH
FRONT VIEW OF THE ECO GARDEN



Provide
LIFESTYLE
experience & eyecare solutions.



OPTOMETRY NETWORK



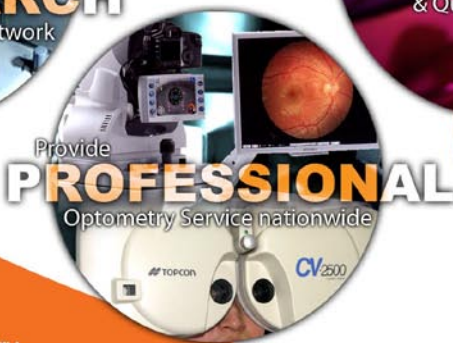
Involve in
CORPORATE RESPONSIBILITY
eg. Optometry Giving Sight (OGS),
local social & charity programs.



Conduct
RESEARCH
& Survey based Network



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15/15/6/4
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SUNNITE TIMUR SDN BHD

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Sandakan Branch :

Mile 9, Jalan Labuk, Mail bag No. 5, 90009 Sandakan, Sabah.
Tel : 089-669128, Fax : 089-667197

Tree Planting as A Major Project

To Plant One Million Trees In Sabah

The Objective of submitting this paper for The Environmental Award is reflected in the proactive manner in which our club members and Board have contributed in the awareness campaign on various environmental issues. This paper summarises the goals and the journey we initiated this year for a sustainable world and a concern for our environment.

First a district level approach: At the 2009 District 3310 Conference at Johore, a Resolution was proposed by RC Kota Kinabalu concerning climate change. Following a presentation by Rtn. Dr Stephen Sutton, FRES, FRGS, the resolution was adopted and approved unanimously. Then Local Level Support for World Wildlife Fund For Nature (WWF) Tree planting projects. RCKK is a prominent sponsor and implementer in a major tree planting exercise in Sabah. In this long term exercise the target is to plant 1 million seedlings.

To date the Club has spent RM50K on the WWF led project (RM45k last year and RM4K this year and will continue until this objective is met).

During February this year, the planting of 2,000 mangrove trees at a site in the city area of Kota Kinabalu in the presence of DG Dtk Latip, DGN PP Hj Zainie Abd Aucasa, also with had the support of our local the Lord Mayor of Kota Kinabalu, and the Local University Vice Chancellor..

Several KK Rotary Clubs took part, along with over 100 students, many of them Interactors, which visibly increased the commitment of many young people and leading figures in the community towards environmental improvement.

The RCKK Environmental Action Committee, with members like Rtn Toshinori Tsubouchi, an international water supply consultant and Rtn Dr.Stephen Sutton, a renowned environment expert, with DGN Haji Zainie Aucasa, president of the local WWF chapter. This committee assists concerned members to provide service to the community on environmental activities.

RCKK has recently subscribed USD1K to become a 'Gold 50 Member' of "Rotarians for Sustainability" (www.co2offsettrust.org/). This is a special internet grouping of Rotary clubs with a commitment to climate change action. RCKK is the first club in SE Asia to join this e-group and may be considered a leader in the field of Environmental Sustainability .



**L TO R
PLANTING A MANGROVE SEEDLING TREE, AT KOTA KINABALU - A JOINT PROJECT WITH WWF
LAUNCHING THE PROJECT TO PLANT MANGROVE TREES AT LIKAS RIVER, JOINTLY WITH WWF**